



**Universiti Teknologi MARA**

**A Framework Implementation for  
Information Accuracy in Mobile  
Commerce**

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Thesis submitted in fulfillment of the requirements for  
**Bachelor of Science (Hons) Information System  
Engineering  
Faculty of Information Technology And  
Quantitative Science**

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# **APPROVAL**

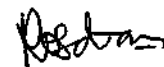
## **A FRAMEWORK IMPLEMENTATION OF INFORMATION ACCURACY IN MOBILE COMMERCE**

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This thesis was prepared under the direction of thesis advisor; Cik Rosdiana binti Abd. Razak. It was submitted to the Faculty of Information Technology and Quantitative Sciences and was accepted in partial fulfillment of the requirements for the degree of Bachelor of Sc (Hons) Information System Engineering.

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Cik Rosdiana binti Abd. Razak

Thesis Supervisor

Date: 31 May 2007

## **DECLARATION**

I certify that this thesis and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline

MAY 4, 2006

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## **ABSTRACT**

Mobile commerce (m-commerce) can be refer is a monetary value transaction that conducted via a mobile network. Mobile Commerce enables new mode of information exchange and purchases and it presents an unexplored domain with more convenient for “anytime-anywhere”. With the rapid growth in wireless technologies and handheld devices, M-commerce offers significant benefits and new opportunities to user, developer, providers and the business itself. One major for effective m-commerce is to deliver relevant information to the right people at the right time in the right way. The information provided in these applications should be accurate, informative and updated. Lack of consumer trust is the most significant long-term to become a viable in the business they must overcome the problems of user distrust even though mobile devices, thus these applications must deliver accurate information to the users. Towards this research, the enhancements of mobile commerce framework for information accuracy will be purposed. Before that several existing frameworks applied towards mobile commerce will be identified. Lastly, it will look into limitations of the information accuracy from ethics and security perspective. Research approaches used are the preliminary study, knowledge acquisition, knowledge abstraction and knowledge representation to complete this project. The information is gained from the interview with people who are involved in these services and also from the secondary data.

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